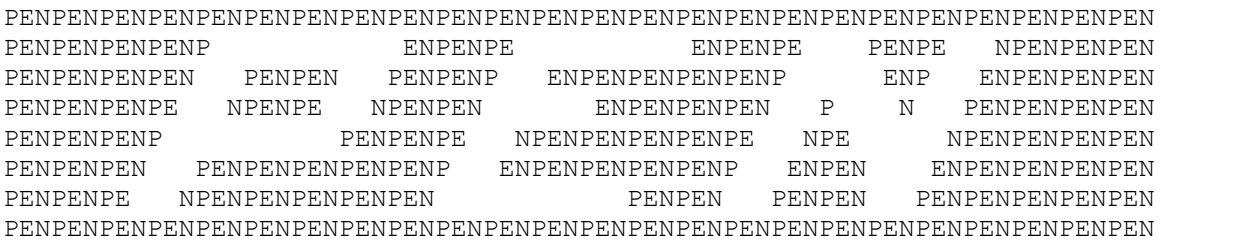

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This is the twenty seventh edition of the Periodic Electronic Newsletter (PEN) for MCI Mail users assigned to Oppenheimer Software (MCI Mail agency NY4). You may respond to the PEN by typing ANSWER at the COMMAND: line that appears after you read this. This mailbox (218-0241) is toll free - you may write to it as often as you wish, at no charge! (Please note that you may order a toll free mail box - contact Oppenheimer Software for more information.)

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>>>>>>>>>>>>>>>>>>>>
NEED ANOTHER MAILBOX?
>>>>>>>>>>>>>>>>>>>>

*!*!*!

SPECIAL PROMOTION:
SIGN A FRIEND UP FOR MCI MAIL BEFORE MARCH 31 1990 AND THEY WILL GET $100 FREE USAGE FOR A MONTH *PLUS* MCI WILL WAIVE THE FIRST YEARS ANNUAL $25 FEE. FOR LANS AND MINI/MAINFRAME SYSTEMS OR X400 LINKS, THE CREDIT IS $1000 WITH THE FIRST YEARS $100 ANNUAL FEE WAIVED. THIS OFFER IS ONLY AVAILABLE BY CALLING 212-724-9785, SENDING A MESSAGE TO MAILBOX 218-0241 OR TYPING AT THE Command: PROMPT
CREATE USING NEWUSER
*!*!*!

the word FAX in parentheses. For example:

To: John Smith (FAX)

You will be prompted for the rest of the information.

Users of Lotus/Desktop Express, LAN Links, and Office Automation software link packages should follow the EMS addressing format. For example:

To: John Smith (EMS)
EMS: Fax
MBX: Phone: XXX-XXX-XXXX

Your letterhead will appear on the first page of the fax message, following the cover page. If you have a default letterhead, it will appear automatically on the first page of your fax message following the cover page. You may also select an optional letterhead. If your registered letterhead is listed as optional, and you do not specify a letterhead, your fax message will continue to be printed as typed, with no letterhead. In this case you will see no change from today.

Note that your letterhead graphics are reduced 11% to conform to the pitch used for Fax Dispatch. If size or proportion is critical to your graphics, you may want to registered additional graphics that are initially 13% LARGER than normal. The reduction on the fax will result in normal sizing.

Advanced Users may register up to 15 letterheads and signatures for use on their Fax Dispatch and hardcopy (MCI and Overnight Letter) messages. To register additional letterheads and signatures please complete the graphics registration form that accompanies the Prices and Services Guide.

To use your registered signature, type /signed/ on a line by itself, flush left to indicate the line you want the signature to appear.

You may select your optional letterheads and signatures by specifying them by name at the envelope or at the Handling: prompt. For example,

TO: 123-4567 (Form:{letterhead name},Sign:{Signature name})
OR
Handling: Form:{letterhead name},Sign:{signature name}
If you do not
wish to use your standard, default letterhead you may type:

Form: Blank

This will cause your message to appear without a letterhead, the same as it has in the past.

To view a list of graphics that are registered for your use, at the Command: prompt, type:
SCAN GRAPHICS

An asterisk (*) will appear next to your default letterhead and signature. You need not specify your default letterhead and signature by name -- unless you specify a different FORM: or SIGNature, MCI Mail will use the default letterhead and signature automatically.

You may also use MCI Mail's holiday graphic. For a list and schedule of holiday graphics type HELP HOLIDAY at the Command: prompt.

When you register of your graphics, MCI Mail sends you a confirmation letter outlining the graphics name, and information about the number of lines used by the letterhead and signature. This information is important. The number of line of text that will fit on your first page is 56 minus the number of lines used by your letterhead, minus the number of lines used by your signature, if you use it. For example, if your letterhead is 7 lines high, and your signature is 3 lines high, your first page can contain 46 lines of text (56 lines - 7 lines - 3 lines).

Most people register letterheads with graphic information on the top or the bottom of the page only. If your graphics cover the sides, the top and the sides, or the top and bottom, you will need to format your text to avoid overwriting the graphics i.e. compose your text with a suitable left margin if your letterhead runs down the left side of the page. Letterheads that are known to require special formatting are noted by the word FORMAT in parentheses, next to the graphic name when you SCAN GRAPHICS.

You should send yourself a Fax Dispatch or MCI Letter with your registered letterhead(s) and signature(s) to verify the formatting. You will be pleasantly surprised by the quality.

In the future you will be seeing these additional improvements:

The length of hardcopy pages (page 2-N) will be increased from 54 to 56 lines per page. Fax messages already contain 56 lines per page. As such, it will be easier for you to maintain a consistent format when sending fax and hardcopy messages.

To assist interactive users in formatting their fax messages, MCI Mail will be adding READ FAX. This feature will work the same way as READ PAPER.

>>>>>>>>>>>>>>>>>>>>
MCI MAIL TO AT&T MAIL
>>>>>>>>>>>>>>>>>>>>

Effective February 5, 1990, MCI Mail subscribers and private mail systems connected to MCI started exchanging electronic mail messages with AT&T Mail subscribers and private mail systems connected to AT&T Mail.

During the first few months, there will be no extra charges for this traffic.

Using X.400 addressing, you can exchange messages with AT&T Mail subscribers and private systems connected to AT&T Mail.

To send a message to an AT&T Mail subscriber, you need to know your recipient's AT&T Mail address (also known as their O/R name). The best way to guarantee you have the correct information is to check with your correspondent.

Generally, an X.400 E-mail address consists of a mail system name

(ATTMail), the country in which the mail system operates (US), and a personal name (broken into Surname and Given name). MCI Mail does not require you to supply the Country, however.

If the AT&T Mail subscriber has a fairly common name, you should include their AT&T Mail Username to ensure delivery. The AT&T Mail Username is usually the person's first initial followed by their last name.

To send a message to an AT&T subscriber, type CREATE at the Command: prompt. Type your recipient's last name on the TO or CC line followed by (EMS). At the EMS prompt, enter ATTMail. In the MBX lines that follow, type the rest of your AT&T Mail recipient's name.

You must label the information you enter. Place an equal sign between the label and the information. Note, there CANNOT be any spaces before or after the equal sign.

The valid X.400 labels are:

SU=Surname (or Last name)
GI=Given name (or first name)
IN=Initials
GE=Generational Qualifier
OR=Organization
UN=Organization Unit
PR=Private domain (PRMD)
DDA=Domain-defined Attribute

You do not have to use all of the labels - but the below example is a bare minimum:

For example:

TO: Recipient's Last name (EMS)
EMS: ATTMail
MBX: GI=Recipient's First name
MBX: {RETURN}

When an AT&T Mail subscriber's name is not unique on AT&T Mail, it is necessary to supply his/her Username in the address. This is done with a Domain Defined Attribute (DDA). The Username is entered in the MBX line and is preceded by:
DDA=ID=
There cannot be any spaces between the equal sign and the AT&T Mail Username.

For example:

TO: Recipient's Last name (EMS)
EMS: ATTMail
MBX: GI=Recipient's First name
MBX: DDA=ID=Recipient's AT&T Mail Username
MBX: {RETURN}

MCI Mail allows you to also communicate with subscribers on other services such as:

Compuserve Currently available to all subscribers.
AT&T Mail Currently available to all subscribers.
Telemail Currently available to all subscribers.
Internet Currently available to all subscribers.
(Includes Bitnet and other non-commercial services)
Dialcom Aviation Industry companies only.
IBM IN Aviation Industry companies only. It will be available to you in the second quarter.

>>>>>>>>>>>>>>>>>>>>
LONG DISTANCE CHOICE
>>>>>>>>>>>>>>>>>>>>

Next time your long distance carrier is unable to put your call through, dial 10222 followed by the phone number your calling. Let MCI Show You.

>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>
YOU MAKE ME FEEL SO SECURE.....
>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>

Like your ATM bank card, your correspondence on MCI Mail is only as secure as your password. If you use MCI Mail interactively, you have probably memorized your password and key it in every time you log on. Or you may be using a communications program that uses log-on scripts, such as Smartcom, Crosstalk, or Procomm. If you office is secure, your password will be secure.

Lotus Express offers two levels of password security. Most Lotus Express users enter their password during the Lotus Express installation procedure. Once entered, anyone (including yourself) typing {ALT}{SHIFT}X and {RETURN} will see "{Hidden}" where you entered the password.

An alternative is to leave the password field blank. When you first load Lotus Express in the morning, it will prompt you for a password. This password will remain in the computer until Lotus Express is unloaded from memory or the computer is turned off. If no password is specified at the start up, the mailbox will not be polled at all.

If you wish to require password entry each day before Lotus Express will poll your mailbox, view the mailbox ({ALT}{SHIFT}X followed by {RETURN} and highlight the password field. Press the space bar to delete the hidden password. Then press {F10}Q to make the change permanent. You will notice that the communications manager ({ALT}{SHIFT}X), will display "no password specified" for that particular mailbox.

This arrangement provides maximum security for your password. If for example, your computer is "borrowed", your password will remain secure with you.

>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>
BUT WILL I NOTICE THE DIFFERENCE?
>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>

If you have ever used Fax Dispatch, you know that the delivered fax is

remarkably sharp and easy to read. You also know that you can broadcast the same fax to multiple recipients in no time at all.

But how much does it REALLY cost? Less than a traditional fax.

In any cost analysis, there are two types of expenses - the obvious and the not so obvious. Most people think of the cost of the phone call and the cost of the fax paper as the only costs for faxing. These are the obvious costs.

But the average fax user often fails to include the added costs of sending a fax from a fax machine. The typical fax starts out as a document in a word processor. Typing in the fax {$} takes the same amount of time for traditional fax and Fax Dispatch. However, printing {$} the message on your office paper{$}, walking {$} to the fax machine, filling in {$} the cover page, waiting {$} for the incoming or outgoing fax to complete, redialing {$} get past the busy signal, and then feeding{$} the message a page at a time are all real costs too. Of course sending the fax to several people will multiply {$} several of your costs.

When a fax is sent via Fax Dispatch, these costs are borne by the MCI Mail system far more efficiently, resulting in a cost savings to you.

In the examples below, a fax sent from New York to Washington by someone earning about $25,000 per year, for example, costs about 33% less if sent via MCI Mail Fax Dispatch. The same message broadcast to 5 locations is almost 50% less expensive.

Send a 1 page fax to 1 person
Hourly Rate for labor: 12.14

| | Traditional Fax | | MCI Mail Fax Dispatch | |
|---|---|---|---|---|
| Action | Time | Cost | Time | Cost |
| Type 1 page letter into Lotus/Desktop Express | 15 | 3.04 | 15 | 3.04 |
| Request transmission to MCI | | | 1 | 0.20 |
| Print out message on printer | 1 | 0.20 | | |
| Cost of Paper,ribbons,toner... | | 0.05 | | |
| Walk across room to fax | 1 | 0.20 | | |
| Fill in cover page | 1 | 0.20 | | |
| Wait 4 minutes for fax avail | 4 | 0.81 | | |
| Enter phone, 1 busy | 2 | 0.40 | | |
| Enter cover and Page | 1 | 0.20 | | |
| Cost of Call to Washington DC | | 0.27 | | |
| Cost of MCI fax,preferred pricing | | | | 0.25 |
| Totals | | 5.38 | | 3.49 |

==========

Send a 1 page fax to 5 people

Hourly Rate for labor: 12.14

| Action | Traditional Fax Time | Cost | MCI Mail Fax Dispatch Time | Cost |
|---|---|---|---|---|
| Type 1 page letter into Lotus/Desktop Express | 15 | 3.04 | 15 | 3.04 |
| Request transmission to MCI | | | 1 | 0.20 |
| Print out message on printer | 1 | 0.20 | | |
| Cost of Paper,ribbons,toner... | | 0.05 | | |
| Walk across room to fax | 1 | 0.20 | | |
| Fill in cover pages | 2 | 0.40 | | |
| Wait 4 minutes for fax avail | 4 | 0.81 | | |
| Enter phone, 3 busy | 7 | 1.42 | | |
| Enter cover and Page | 5 | 1.01 | | |
| Cost of Call to Washington DC | | 1.35 | | |
| Cost of MCI fax,preferred pricing | | | | 1.25 |
| Totals | | 8.48 | | 4.49 |

If you send 40 separate faxes per month, you will save about $907 per year.

Will you notice the difference?

>>>>>>>>>>
POWER USER
>>>>>>>>>>

Did you know that you can do mass mailings (electronic mail, fax or hardcopy) via MCI Mail without a complicated setup?

Lets assume you keep your mailing list in a database program or word processing program capable of printing mailing labels or mail merge. [Note: The label forms must be "1 up" and with at least one blank line between each label]. These "labels" can be uploaded to MCI Mail for storage in on-line lists, or for immediate mailings. Nearly all such program can "write" the labels to a disk file in addition to sending them to the printer.

For example, in dBASE type environments, use:
LABEL FORM {form name} TO FILE {file name}
and for Word Perfect, SELECT the DOS.TXT printer prior to doing the merge and print.

The format of the information must be:
Electronic Mail: The labels consist on the standard MCI Mail format of 999-9999. It is strongly suggested that only mailbox ids be used, and not user name or formal names, as they may not be unique.

Fax Dispatch: The labels are two lines long - the persons name followed by the word "fax" in parentheses on the first line, and "FAXNO:" followed by the fax phone number on the second line. Although the special features such as alternate addressing and user specific retries can be used, it may be beyond the capability of simple dBASE or WP commands to create properly formatted "labels"

Hardcopy: Labels should be formatted in a standard, postally acceptable form.

Each label must be separated from the next by at least one blank line. Here is a sample of 3 labels:

Gary Oppenheimer (fax)
faxno: 212-333-4444

123-4567

Sam Smith
123 Main St.
Anytown NY 12345

Log onto MCI Mail in the interactive mode. Lotus Express users must use the {ALT}{SHIFT}T terminal mode.
At the Command: prompt, type CREATE. If you want to store these addresses on MCI Mail for future use, type CREATE LIST instead followed by the list name.

At the TO: prompt, type:
/UPLOAD ON
MCI Mail will respond with
Ready to receive address file. Type /UPLOAD OFF to end.

Have your communications program upload the label file from your disk. Be sure you are using only the XON/XOFF or Start/Stop protocol. When the upload is done, type:
/UPLOAD OFF

MCI Mail will respond with a count of the number of labels (addresses) you uploaded. It will take a quick cursory look to check that the addresses are deliverable. Note that MCI Mail can not check if the fax number is valid, or if the street address is ok - it can only check that, within limits, the labels are formatted properly. Electronic mail addresses are validated. If there are any "bad" addresses, MCI Mail will list them, and allow you to abort the entire list, or just keep the addresses it accepted.

In either case, it will then respond with TO: for more addresses. Any addresses that were rejected by MCI Mail can now be entered correctly. Press {RETURN} at the TO: prompt when there are no additional addresses to enter. If you were creating an online list, you are done, and the list can now be used. Otherwise, continue with your message creation and sending as you normally would.

The same /UPLOAD ON and /UPLOAD OFF commands can be used to upload an ASCII document from your disk. The lines in the document must terminate with a hard {RETURN}.

The upload of the labels or the document can be aborted with the /ABORT command.

Having distribution lists stored on MCI Mail provides an easy way to get the message out in a hurry. Remember - storage of lists on MCI Mail is

free.

>>>>>>>>>>>>>>>>>>
EMAIL WITH EMOTION
>>>>>>>>>>>>>>>>>>

It is true that you can perfume your mail to your love, and that you can yell on the phone, and send memorable pictures with a courier service.

However, electronic communications do not have to be dull and staid...

Tilt your head slightly to the left to read the following emotions.

| | |
|---|---|
| :-) | Humor |
| :-> | Alternate happy face |

:>>>>>>>>>>>>>
Till Next Time
>>>>>>>>>>>>>

Gary.......
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